

Application No. 10/724,123
Reply to Office Action of April 19, 2010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:	Atty.Docket No.:	007412.00794
John S. Hendricks		
Serial No.:	Group Art Unit:	2421
Filed:	Examiner:	Dominic Saltarelli
For:	Confirmation No.:	9915
METHOD AND APPARATUS FOR SWITCHING TARGETED ADVERTISEMENTS AT A SET TOP TERMINAL		

AMENDMENT TO ACCOMPANY A REQUEST FOR CONTINUED EXAMINATION

U.S. Patent and Trademark Office
Mail Stop: Amendment RCE
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Dear Sir:

This paper is in response to the final Office Action mailed April 19, 2010; please amend the instant application as follows:

Amendments to the Claims are reflected in the Listing of Claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.

Please charge any fees due or credit any overpayments to Deposit Account No. 19-0733.